



**NATIONAL WEATHER SERVICE
WESTERN REGION
SALT LAKE CITY, UTAH**



MAY 20, 2003

REGIONAL DIRECTOR

**Western Region Headquarters
The Success Formula**

There are some important “unwritten rules” which exist in every organization that I want to share with you. Many of you already know these rules and practice it everyday. The concepts contained in this memorandum were presented by Harvey J. Coleman of Coleman Management Consultants at the Executive Leadership Seminar, NWS Training Center, Kansas City. It involves three elements: Performance, Image, and Exposure (PIE).

Performance is a measurable indicator of how well you do your job;

Image is your appearance, attitude, and communication skills; and

Exposure is how you utilize business and personal contacts, connections, and visibility.

The primary message I want to convey is **Image**, which counts for 30% or three times as much as performance in determining long-term success. Performance is a given - most of you wouldn't be here if you weren't performing successfully. The concept of image is ingrained in our everyday lives. We all acknowledge that seeing is believing and that a picture paints a thousand words. In business, image plays an important role as well. When we envision the successful business image, the universal picture of a dark suit, a briefcase, serious business acumen and a willing team player all come to mind. An employee must look the part and act the part before being considered qualified for the part.

One part of image is the way we dress. My expectation for Western Region Headquarters employees is casual but businesslike attire to project a professional image as representatives of this organization. Those who work in non-office settings should wear clothing which is functional and appropriate for the profession. I realize there is a wide range of clothing styles, but disheveled clothing or overly casual attire such as shorts or cutoffs does not project a business-like image. Imagine a camera crew coming to a WFO and recording a segment with people wearing shorts and T-shirts - is that the image we want to portray of National Weather Service?

Another important aspect of image is having a positive attitude. If you are perceived by others as being difficult or negative, this will become a part of your image. Some people are frequently in conflict with others and have the attitude that this is the way they are and others will have to get used to it. The price they pay is a demerit in the success

formula for ability to get along with and lead people. These people are fine in their current positions, but their readiness for advancement into leadership roles may be questioned.

Exposure has twice the impact of image and six times that of performance - it counts for 60% in the success formula. This accounts for the political realities of organizations. It is the process of being wired into the formal and informal networks through which vital information is passed. Although exposure is the major element in the success formula, excellent performance and positive image must be its prerequisites. Exposure can be gained by volunteering for special assignments, working with community projects, taking advantage of opportunities to meet socially with peers and managers, and by engaging in the traditional executive games of tennis, bridge, and golf. Exposure is demonstrating that you are willing to go the extra mile. Exposure is advertising to those around you that you are ready for advancement in your career. You are successful if you are doing your job well and are a team player, but if your goal is to progress further in leadership positions, exposure is the final element in the success formula.

Please take the time to carefully consider this message. These issues are difficult to address because they cannot be legislated, e.g., we can't dictate that you dress a certain way, and we can't force you to change your attitude. What we can do is heighten your awareness of these issues so you know what changes, if any, may help you in reaching your goals.

DEPUTY REGIONAL DIRECTOR

WFO Tucson at Safety Fair: Personnel from WFO Tucson participated in a safety fair sponsored by the U.S. Army on May 8. This annual event draws more than 6500 individuals and offers opportunities for both military personnel and civilians to learn about safety. The safety fair was held at the Murr Community Center on Fort Huachuca. Jeff Davis (Senior Forecaster) and Paul Crimmins (DAPM) had over 4000 people visit the National Weather Service display, many gathering information on safety preparedness and NWR broadcasts.

NOAA Celebrates U.S./Mexico Flood Warning System: On Thursday, May 15, NOAA and local partners celebrated the implementation of the first U.S. binational flood warning system. The system, developed within the Tijuana River watershed, spans the U.S. - Mexico border and provides information critical for public safety. Emergency services agencies in both countries receive the information in real-time. Information from the system is also available to universities on both sides of the border. Continued collaboration will include data sharing and enhanced emergency response.

METEOROLOGICAL SERVICES DIVISION

STATEMENT OF THE WEEK: This weeks statement of the week is a wind advisory written by senior forecaster Bob Survick of WFO Pocatello - Idaho Falls. Bob's

statement is concise and to-the-point with specific information as to what the hazard is, and where it will occur. Good work Bob!

URGENT - WEATHER MESSAGE
NATIONAL WEATHER SERVICE
432 PM MDT FRI MAY 16 2003

IDZ020-170130-
UPPER SNAKE RIVER PLAIN-
INCLUDING THE CITIES OF
TERRETON...RIGBY...REXBURG...MOODY...LORENZO...IDAHO FALLS AND
GOSHEN
4342 PM MDT FRI MAY 16 2003

...WIND ADVISORY FOR THE UPPER SNAKE RIVER PLAIN OF SOUTHEAST IDAHO
UNTIL 730 PM MDT THIS EVENING...

BETWEEN ARCO AND IDAHO FALLS WINDS WILL BE FROM THE SOUTHWEST AT
30 TO 40 MPH WITH GUSTS TO NEAR 50 MPH UNTIL 730 MDT THIS EVENING.
BLOWING DUST MAY REDUCE VISIBILITY LOCALLY ALONG INTERSTATE 15
BETWEEN IDAHO FALLS AND DUBOIS ... ALSO ON STATE ROUTES 20... 28... AND
33 BETWEEN ACRO AND IDAHO FALLS. WINDS WILL DECREASE TO 10 T O20
MPH BY 7:30 THIS EVENING.

SURVICK



Seattle IMET Andy Haner sets up a two-way satellite dish to support the Regional Joint Information Center.

WFO Seattle Participates in TOPOFF 2 Exercise:

During the week of May 11, WFO Seattle participated in an exercise entitled TOPOFF2, in which emergency managers conducted a series of mock drills to see how the nation would respond in the event of a weapons of mass destruction attack. The exercise, which had significant national media coverage, began Monday, May 11 at 3 p.m. EDT when a mock Radiation Dispersion Device exploded in downtown Seattle. The decision to predefine the deposition footprint from the explosion required the use of "canned" weather during the first 36 hours. MIC Chris Hill conducted two interviews on the exercises' Virtual News Network (VNN), where he had the opportunity to outline NOAA homeland security capabilities. WFO personnel were also

deployed to the King County Emergency Operations Center. On Wednesday, a special script was read as a part of the routine NOAA Weather Radio (NWR) weekly alarm test outlining how NWR would be used in a civil emergency situation.

HYDROLOGY AND CLIMATE SERVICES DIVISION

NOAA 28th Annual Climate Diagnostics and Prediction Workshop: Every year, the Climate Prediction Center hosts a Climate Diagnostics and Prediction Workshop with a co-host. This year their co-host will be the Western Region Climate Center. The workshop will be held in Reno, Nevada, October 20-24, 2003, at John Ascuaga's Nugget. The American Meteorological Society is a cooperating sponsor.

This workshop should not be confused with the WR Climate Services Focal Point Workshop September 9-11, also in Reno.

Since this workshop is being held in Western Region, offices who are participating in any local climate studies, may want to consider presenting a study at this workshop (either by formal presentation or poster). The deadline for abstract submissions is July 11, and should be sent to: Ncep.CDWorkshop@noaa.gov. This year's workshop will provide an opportunity for participants to exchange information, ideas, and opinions on the following topics:

1. Review and assessment of recent climate anomalies, their impacts and the skill of their predictions
2. Drought
3. Weather, water and climate in the western United States

Physical analysis and interpretation are particularly encouraged, regardless of whether the approach of the study is observational, modeling, or theoretical.

For more information and updates, visit CPC's website at:

<http://www.cpc.ncep.noaa.gov/products/outreach/CDW28.html>

SCIENTIFIC SERVICES DIVISION

COMET Cooperative Projects: COMET recently awarded 7 COMET Cooperative projects. The three that include WR partners are:

<http://ww2.wrh.noaa.gov/ssd/basic.html>

1. **A High Resolution Near Shore Wave Model for Northwestern California.**
Humboldt State University - Arcata, CA
National Weather Service - Eureka WFO
2. **Nonlinear Post-Processing of Model Output: Ceiling and Visibility.**
University of Washington - Seattle
National Weather Service - Seattle WFO
3. **Development of a Site Specific Flash Flood Forecasting Models for the Western Region.**
University of Arizona - Tucson
National Weather Service - Tucson WFO and Salt Lake City RFC

The COMET web site will be updated soon with a description of each project.

Arizona Summer Workshop: The Summer Workshop will be held June 25-26 in Phoenix, Arizona. The workshop will be hosted by WFO Phoenix and SRP (Salt River Project). The workshop will focus on convective storm forecasting, flash flood forecasting, the upcoming NAME project, IFPS/GFE (grid editing techniques, best practices), warning decision making, drought status and its hydrological implications.

Seventh Annual Great Divide Workshop: The Seventh Annual Great Divide Workshop will be held August 26-28, 2003, in Glasgow, Montana. The Great Divide Workshop provides a forum for participants to share information involving new tools and techniques for providing weather forecasts for the Inter-mountain West and Western High Plains, across the U.S. and Canada. All attendees should register at <http://www.wrh.noaa.gov/Glasgow/divide.shtml> or contact Thomas.Salem@noaa.gov.

SYSTEMS OPERATIONS DIVISION

NWRs on Air: Three USDA installs have been completed. Hearst Castle, CA and Avalon, CA were installed 2 weeks ago by the LOX ET shop. The work was completed by Joe Lachacz, Jim McClellan, and Tom Page. Broadus, MT was installed last week and began its 20 day test period on 5/14/03.

AWIPS Status: All Western Region WFOs completed installation of the new AWIPS Pre-processors (PXs). AWIPS Operational Build 1 (OB1) has been installed at all but two sites in the region. The remaining two sites are scheduled to complete their installations this week. OB1.1 has been released for field installation. OB1.2, which contains about a dozen patches and corrections, should be released for field installation soon.

WR RMS Visit: WR RMS's Jack Lauritzen and Kevin Bolton recently completed a maintenance and familiarization visits to the Department of Energy's Desert Rock Upper Air site and WFO Las Vegas, Nevada. The main purpose of the visit to Desert Rock was to meet the site's maintenance staff, review system alignment procedures, and perform a maintenance check on a spare Automated Radiotheodolite (ART1) pylon. The purpose of the visit at WFO Las Vegas was to identify electronics maintenance program needs regarding ASOS maintenance and future maintenance staff training. While RMS Jack Lauritzen and ESA John Grznar reviewed maintenance training requirements, Electronics Technician Alberto Jiminez and RMS Kevin Bolton performed a scheduled maintenance trip to the McCarren Airport ASOS.